

## IN THE CLAIMS

Claims 1-42 were previously cancelled. Claims 43 and 57 are currently amended.

Claims 44-56 and 58-62 are carried forward, all as follows.

Claims 1-42 (Cancelled)

43. (Currently Amended) A method for compensating for at least one of a transverse elongation and a longitudinal elongation of a web of material to be printed including:

providing at least first and second printing groups arranged one behind the other in a printing press in a direction of production of a material to be printed;

positioning at least one forme cylinder and at least one transfer cylinder in each of said at least first and second printing groups;

positioning at least one printing forme on each said forme-printing cylinder;

determining an amount of an anticipated one of a transverse elongation and longitudinal elongation in the material to be printed prior to printing of the material;

compensating for said anticipated elongation by one of configuring or locating said at least one printing forme on each said forme cylinder;

providing an image regulator in said printing press;

determining an amount of an actual one of said transverse elongation and longitudinal elongation; and

displacing said at least one printing forme on said at least one forme cylinder of said second, subsequent printing group using said image regulator in relation to a reference marker on the material to be printed and transversely to said direction of production.

44. (Previously Presented) The method of claim 43 further including deforming said material to be printed in a wave shape using said image regulator.

45. (Previously Presented) The method of claim 43 further including determining a factor of said transverse elongation as a function of at least one of mechanical elongation and moisture-related elongation of said material to be printed.

46. (Previously Presented) The method of claim 45 further wherein said factor of transverse elongation changes.

47. (Previously Presented) The method of claim 43 further including providing a controllable drive mechanism for at least one of said forme cylinder and transfer cylinder of at least one of said at least first and second printing groups.

48. (Previously Presented) The method of claim 47 further including determining a factor of said longitudinal elongation of said material to be printed and controlling a phase relation of forme cylinders and transfer cylinders in said at least first and second printing groups as a function of said factor of said longitudinal elongation.

49. (Previously Presented) The method of claim 48 further including continuously controlling said phase relation continuously.

50. (Previously Presented) The method of claim 48 further including controlling said phase relation during a printing process in said printing press.

51. (Previously Presented) The method of claim 43 further including providing a control console for said printing press and controlling said image regulator using said control console.

52. (Previously Presented) The method of claim 48 further including providing a center point on at least one print image location of one of said printing formes and changing a position of said center point using said controllable drive mechanism.

53. (Previously Presented) The method of claim 52 further including changing said position of said center point during operation of said printing press.

54. (Previously Presented) The method of claim 52 further including changing said position of said center point using one of a color tone of said ink transfer cylinder, an arrangement of the printing group with said forme cylinder supporting said printing forme in said direction of production, and said position of said printing forme on said forme cylinder.

55. (Previously Presented) The method of claim 43 further including providing a detection device and using said detection device for detecting at least one center point of a print image being printed from different print locations defined by said at least first and second printing groups.

56. (Previously Presented) The method of claim 55 further including using said image regulator for changing said center point.

57. (Currently Amended) The method of claim 56 further including providing a controllable drive mechanism, using said controllable drive mechanism for driving at least one of said at least one forme cylinder and said at least one transfer cylinder, providing a control unit for said printing press and using said control unit for controlling said controllable drive mechanism for matching said center point of said print image location with a center point of a common print image.

58. (Previously Presented) The method of claim 43 further including at least three air nozzles usable to direct air flow transversely to said direction of production on said product to be printed, and using said image regulator for controlling said air nozzles.
59. (Previously Presented) The method of claim 58 further including directing a middle one of said at least three air nozzles opposite to said first and third of said at least three air nozzles.
60. (Previously Presented) The method of claim 43 further including an image application system and using said image application system for applying a print image location to said printing forme using a digital data set.
61. (Previously Presented) The method of claim 60 further including providing a distribution plan for creating a print image on said at least one printing forme, determining a position of said printing forme and using said determined position of said printing forme by said image application system.
62. (Previously Presented) The method of claim 43 further including optically detecting and digitally evaluating a print image formed using said at least first and second printing groups.